To: Fitzgerald, Don P.
From: MacWilliams, Lori
Edited: 4/27/98 17:22
Subject: CTS Promotion Projections

Don,

Per your email of 4/14/98 please reference the attached response for the Buffalo Region. As you are aware, responses were requested for 1 Pack Offers for CTS stores; we felt that a one pack may be too lucrative of an offer for a CTS and that our dollars would be better spent in a C/Gas outlet. However, it is difficult to determine without the promotion specifics.

On another topic, concerning VAP Promotions: The Buffalo Region allocations were short approximately 360 sku's for the Doral BIGIF and Winston $ .70 off. Hopefully, allocations will be adjusted for future promotions as we work towards STUB implementation.

Please do not hesitate to contact me should you have any questions.
Thanks for your assistance as always.

Lori / #1610

CC: 1600 - Buffalo Region (BURRELL), Campbell, Judy, Natale, Fray, 1610 - Buffalo ROU (BRZEZIE)

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Source: https://www.industrydocuments.ucsf.edu/docs/rkyy0000

Projected CTS Outlets 3rd Quarter 1998

Region	Current CTS Pack Stores	Projected Based on 1 pack offer CTS Pack/# of stores	Projected 40 offers per sku # of skus	Projected Based on 5 pack offer CTS Pack/# of stores	Projected 40 offers per sku # of skus	Current CTS Carton Stores	Projected Based on 1 ctn offer CTS Carton/# of stores	Projected 40 offers per sku # of skus
1100-Boston	75					67		
1200-New York	56					0		
1300-Philadelphia	143					101		
1600-Buffalo	277	50	350	50	150	289	210	630
1700-Pittsburgh	210					210		
1800-Cincinnati	260					260		
NESA Total	1221					927		
2100-Winston-Salem	250					250		
2200-Atlanta	178					178		
2300-Florida	216					250		
2600-Dallas	360					410		
2900-Richmond	212					254		
SSA Total	1216					1342		
5100-N. California	100					125		
5400-S. California	150					150		
5600-Seattle	228					232		
5800-Houston	1					190		
WSA Total	508					697		
6200-Chicago	300					300		
6300-Minneapolis	375					375		
6600-Denver	600					600		
6700-Detroit	2					250		
6900-St. Louis	4					430		
MWSA Total	1925					1955		
National Total	4830					4921		

4/27/98

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